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CITY OF ATLANTA

SHIRLEY FRANKLIN
MAYOR

55 TRINITY AVENUE, S.W.
ATLANTA, GEORGIA 30303-0300
TEL (404) 330-6100

February 5, 2007

President Lisa Borders and
Members of Atlanta City Council
City Hall, Suite 2900 South
68 Mitchell St., S.W.
Atlanta, Georgia 30303

RE: People TV Board of Directors Appointment

Dear President Borders and Members of the Council:

It is a pleasure for me to appoint Jai A. Rogers to serve as a member of the People TV Board of Directors for the City of Atlanta. This appointment is for a **term of two (2) years**.

I am confident that Ms. Rogers will serve the People TV Board of Directors with integrity and dedication.

Sincerely,



Shirley Franklin

Jai A. Rogers

745 Monroe Drive, #4 • Atlanta, Georgia 30308

404.543.2040

jai_rogers@hotmail.com

SUMMARY OF QUALIFICATIONS

- Proven track record of successfully managing project teams and building strong client relationships to achieve corporate business development goals of increased community impact.
- Ten years of experience traveling worldwide providing quality customer service and leading recruitment efforts with multi-national organizations.
- Over five years experience coordinating outreach initiatives with executive-level management to develop integrated partnerships with Fortune 500 and Global 100 companies.

CAREER PROGRESSION

CORPORATE DEVELOPMENT OFFICER

Children's Healthcare of Atlanta

Atlanta, GA 2006- present

DIRECTOR, CORPORATE PARTNERSHIPS

United Way of Metropolitan Atlanta

Atlanta, GA 1999-2006

MANAGER, CORPORATE COMMUNICATIONS

Colonial Pipeline Company

Atlanta, GA 1998-1999

NEWS WRITER & RESEARCHER

CNBC Europe & Financial Times Television

London, England 1997

MANAGER, RECRUITMENT

Up With People International

Denver, CO 1993-1997

FLIGHT ATTENDANT

Trans World Airlines

Los Angeles, CA 1986-1992

EDUCATION

California State University at Long Beach

B.A. Political Science/Urban Planning & Community Development

PROFESSIONAL ACHIEVEMENTS

International Outreach

- Spearheaded international recruitment efforts to achieve visible diversity goals for youth program.
- Developed community news stories and documented current events for continental Europe and Dubai audiences as a writer for CNBC's European affiliate.
- Served on UNICEF's Southeastern Chapter Development and Marketing committees to strengthen board participation and identify prospective donor engagement opportunities.
- Collaborated with European company representatives from the BBC, Equal Opportunities Commission and SmithKlein Beecham to sponsor the 1st Annual Dionne Ferdinand Breast Cancer Awareness Fundraising Dinner. The event raised more than \$6,000; 25% increase above actual goal.

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Client Relationship Management & Business Development

- Led top 2005 United Way campaign account, United Parcel Service, to reach \$2.45 million in employee contributions; a 12% increase over 2004 campaign.
- Successfully managed six \$1 million Deloitte & Touche, LLP fundraising campaigns for United Way from 1999-2004. Annual efforts resulted in a 79% increase in employee contributions.
- Developed strategic relationships with leading Atlanta companies such as King & Spalding, Deloitte & Touche, IBM, the Federal Reserve Bank and Gold Kist, Inc. to reach community affairs goals related to Early Childhood Education, Workforce Development, and Volunteer Income Tax Assistance.
- Designed and implemented annual recognition program which awards metro-Atlanta's Top 50 companies for their corporate citizenship. Program generates competition, positive feedback and ensures future support from recognized companies.

Media Relations & Corporate Communications

- Collaborated with local and national media to create news releases for Colonial Pipeline Company. Served on crisis management team to address risk assessments and emergency strategies.
- Served as public relations coordinator, news reporter and newsroom researcher for numerous television stations including CNBC – Europe / Financial Times TV and Colorado affiliates: PBS-KBDI-TV and KACT-TV.

ORGANIZATIONS & AFFILIATIONS

Midtown Neighbor's Association (Atlanta):

- Board Member (2005-Present)
- Chair, Business Memberships

WXIA-Channel 11 News:

- Advisory Board Member (2003)

US Fund for UNICEF:

- Board Member (2001-2006)

National Academy Foundation:

- Board Member (1999-2001)

Georgia Council for International Visitors:

- Host Volunteer (1999)

Georgia Radio Reading Service:

- On-Air Radio Volunteer (1998-2001)

CORPORATE COMMUNITY AFFAIRS WORKSHOPS

Northside Hospital Foundation – Presenter, Corporate Citizenship in Atlanta (2003)

State of Georgia DHR – Presenter, Community Service Learning Training (2002)

Lockheed Martin Aeronautical Systems – Presenter, Leadership Conference (2002)

REFERENCES AVAILABLE UPON REQUEST
